The ELECTRICAL REVIEW

TRADE NAMES SUPPLEMENT

No. 5. JUNE, 1927.

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THE "ELECTRICAL REVIEW" TRADE NAMES SUPPLEMENT.

Name and Description.	Manufactured by or Obtainable from.
ABBOTT BRAND Empire cloths and tapes in silk and cambric, pressphan, leatheroid, &c.	Abbott, Anderson & Abbott, Ltd., 17, Fore St., E.C.2.
ACCIDENT PROOF Kettles	Premier Electric Heaters, Ltd., Keeley St., Watery Lane, Birmingham.
A.C.E.C. Cables, electrical machinery, transformers	A.C.E.C., 56, Victoria St., London, S.W.1.
ACID PROOF BLACK Acid-proof insulating black enamel	W. W. Hill, Son & Wallace, Ltd., Broughton, Manchester.
ACME Patent automatic time switches, lanterns for street lighting, "Acme," "Goliath," and "Edison" screw lamp-holders	The "Acme" Lighting & Engineering Co., Waverley Rd., St. Albans, Herts.
ACME Motor starting switches	Acme Electrical Mfg. Co., Tariff Rd., N.17.
A.D. Primary cells	Le Carbone, Coventry House, South Place, E.C.2.
ADANAC Switch with fuses	Berry's Electric, Ltd., 85-86, Newman St., Oxford St., W.1.
ADAPTABLE Earthing clip	Hann & Ingle, 13, Albert Place, Bridge St., Manchester.
ADJUSTABLE Adaptor (two pin to B.C.)	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
ADNIL Press-button switches of "ebolite"	S. G. Leach & Co., Ltd., 26-30, Artillery Lane, E.1.
ADVANCE Flush and semi-recessed plug connectors	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
AEROFLEX Rewirable cartridge fuses with high-rupturing capacity	Parmiter, Hope & Sugden, Ltd., Vernon St., Longsight, Manchester.
AIRMAX Inductance coils	J. Dyson & Co., Ltd., 5 & 7, Godwin St., Bradford.
AJAX Ultra-violet ray (artificial sunlight) lamps and all electro-medical and hairdressing trade apparatus	Ajax, Ltd., 117, Central St., E.C.1.
ALKLUM Batteries (nickel-steel type)	Worsnop & Co., Ltd., Carlton Works, Halifax.
ALTON Storage batteries	The Alton Battery Co., Ltd., Alton, Hants.
AMPLION Loud speakers	Graham Amplion, Ltd., 25-26, Savile Row, London, W.1.
ANCALITE Electric cable and public speech equipment	Callender's Cable & Construction Co., Ltd., Hamilton House, Victoria Embankment, E.C.4.
ANCHORA Wood poles for transmission lines ...	Armstrong, Addison & Co., 17, North Bridge St., Sunderland.
ANTI-BREAK Anti-vibration disc	Engineering & Lighting Equipment Co., Sphere Works, St. Albans, Herts.
ANTI-SULPHURIC Enamel	Griffiths Bros. & Co., London, Ltd., Macks Rd., S.E.16.
APEX Switchgear and fusegear	Foster Engineering Co., Ltd., Morden Works, Wimbledon, S.W.19.
ARCOVITE Arc shields, mouldings, sheets and tubes	Siluminite Insulator Co., Ltd., The Green, Southall, Middlesex
ARGENTA Lamps	Philips Lamps, Ltd., 145, Charing Cross Rd., W.C.2.
ARMACELL Insulating varnish	Griffiths Bros. & Co., London, Ltd., Macks Rd., S.E.16.
ARMORDUCT Vacuum cleaners, wires and cables	Armorduct Cable Co., Ltd., 159, Westminster Bdge. Rd., S.E.
ARORA Electric fires, electric kettles, electrical cooking apparatus, industrial electric heaters	Arora Co., Rosebery St., Loughborough.
ARROW The complete line of wiring devices, reciprocating heating switches, &c.	S. G. Leach & Co., Ltd., 26-30, Artillery Lane, E.1.
ARTIC Electric light fittings, switchboards, and ironclad distribution gear	Artic Fuse & Electrical Mfg. Co., Ltd., Birtley, Co. Durham.
H. E. ASHDOWN (BIRMINGHAM), LTD. "Bakelite" mouldings	H. E. Ashdown (Birmingham), Ltd., Perry Barr, Birmingham.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
A.T.E.A. Telephone, *e.g.*, apparatus, measuring instruments, electricity meters	W. F. Dennis & Co., 70, Queen Victoria St., London, E.C.4.
ATLAS Leclanché batteries	Atlas Carbon & Battery Co., Ltd., 56, Southwark Bridge Rd., S.E.1.
A.T.M. IN CIRCLE Telephone and telegraph equipment	Automatic Telephone Mfg. Co., Ltd., Strowger Works, Milton Rd., Edge Lane, Liverpool.
AUTO Thermal-type sign flashers	Attracta Electrical Co,. 2 & 3, Titchfield St., Dean St., W.1.
AUTO-COMBINATION Tumbler switch plugs	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
AUTONOFF Time switch	Venner Time Switches, Ltd., 45, Horseferry Rd., S.W.1.
AUTOREELITE Combined spot light, trouble light, and portable light for motor-cars	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
AVERY Boiler scales, totalisers and coal weighers	W. & T. Avery, Ltd., Soho Foundry, Birmingham.
AVERY Water weighers, weighing machines, coal meters	W. & T. Avery, Ltd., Soho Foundry, Birmingham.
AVOMETER Combined measuring instrument for amps, volts, and ohms	Automatic Coil Winder & Electrical Equipment Co., Wellington House, Buckingham Gate, S.W.1.
A.W.P. Electric welding supplies	Alloy Welding Processes, Ltd., 14-16, Church St., N.1.
BAA Accumulator acid	F. W. Berk & Co., Ltd., Abbey Mills Chemical Works, E.15.
BAKELAQUE Insulating material	Attwater & Sons, Hopwood St. Mills, Preston.
BAKELITE Insulating varnish	Attwater & Sons, Hopwood St. Mills, Preston.
BAKELITE Mouldings and insulating material	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
BAKELITE Laminated	Mouldensite, Ltd., Darley Dale, Derbyshire.
BAKELITE Moulding powder	The Damard Lacquer Co., Ltd., 82, Victoria St., S.W.1.
BAKELITE Moulding powder	Mouldensite, Ltd., Darley Dale, Derbyshire.
BAKELITE Moulding powder	Redmanol, Ltd., 82, Victoria Street, S.W.1.
BAKELITE Varnishes	The Damard Lacquer Co., Ltd., 82, Victoria St., S.W.1.
BAKELITE Varnishes	Mouldensite, Ltd., Darley Dale, Derbyshire.
BALLSOK Patent insulating beads	Lionel Robinson & Co., 3, Staple Inn, W.C.1.
BATTERSEA Carbon brushes	Morgan Crucible Co., Ltd., Battersea Works, Church Rd., S.W.11.
BATWIN Motors	Power Contracts, Ltd., 138-140, Southwark St., S.E.1.
B.C.M./A.T.M. Telephone and telegraph equipment	Automatic Telephone Mfg. Co., Ltd., Strowger Works, Milton Rd., Edge Lane, Liverpool.
B. & D. Electric drills	Gerrard & Co., Ltd., 15-19, Gt. Tichfield St., W.1.
BEANCO Switches	Baxendale & Co., Ltd., Miller St., Manchester.
BEANCO Dry cells	Baxendale & Co., Ltd., Miller St., Manchester.
BEANCO Lampholders	Baxendale & Co., Ltd., Miller St., Manchester.
BECOL Ebonite (made to Government specification)	British Ebonite Co., Ltd., Nightingale Rd., W.7.
BECOLATE High-temperature insulation material (made to Government specification)	British Ebonite Co., Ltd., Nightingale Rd., W.7.
B.E.L. Violet-ray high frequency and radiant heat apparatus	Bower Electric (1926), Ltd., 27, Ridinghouse St., Gt. Portland St., W.1.
B.E.L.L. Decorative and special lamps of all types, double-ended tubular lamps for reflector fittings, candelabra, &c.	British Electric Lamps, Ltd., Spencer Hill Rd., S.W.19.
BELLEROID Insulators	Barrett & Elers, Ltd., Dace Rd., E.3.
B.E.M. Motors	Brittain's Electric Motor Co., Eastdown Works, Dermody Rd., Lewisham, S.E.13.
BENCO Heavy duty B.C. & E.S. lampholders	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.

NAME AND DESCRIPTION	MANUFACTURED BY OR OBTAINABLE FROM.
BENCOLITE Ornamental glass lighting unit for commercial installations	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
BENGRIP B.C. adaptors with special cord grip features	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
BENJAMIN Reflectors, industrial signals, automobile accessories, wireless, &c.	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
BENJAMIN CLEARER TONE Anti-microphonic valve holders ...	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17
BERLINER Automatic and telephone apparatus	Shipton Automatic Telephone System, Ltd., 37, Tothill St., S.W.1.
BERRITE Insulations and varnishes, joint box and sealing compound	Berrite, Ltd., Yiewsley, Middlesex.
BERRY Transformers	British Electric Transformer Co., Ltd., Hayes, Middlesex.
BIBBY Couplings and air filters	Wellman Bibby & Co., Ltd., Victoria Station House, Victoria St., S.W.1.
BI-POLE Tumbler switches and switch plugs	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
BIFLECTOR Reflector fitting	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
B.K.B. All classes of motors for d.c. and a.c. battery chargers for garage and house use, a.c. and d.c. generator sets, &c.	B.K.B. Electric Motors, Ltd., 200, High Holborn, W.C.1
BLACKFRIARS Adhesive tape	Spicers, Ltd., 19, New Bridge St., E.C.4.
BLACKLEY Tape	Connolly's (Blackley), Ltd., Blackley, Manchester.
BLAKE Insulated staples	Mosses & Mitchell, Ltd., 122-124, Golden Lane, E.C.1.
BLUE LABEL Dry cell	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
BOTRADE Switches and distribution boards ...	S. Bill & Co., Ltd., Queen's Rd., Aston, Birmingham.
BOYCE MOTO-METER Radiator temperature indicator ...	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17
BRIGHTRAY Nickel-chrome resistance material ...	Henry Wiggin & Co., Ltd., Wiggin St., Birmingham.
BRITMAC Switches and lampholders	T. M. Johns & Co., Ltd., Station Rd., Plymouth (Distributors)
BRITMAC Tumbler switches and lampholders	C. H. Parsons, Ltd., Britannia Works, Tyseley, Birmingham
BRITTAIN Motors	Brittain's Electric Motor Co., Eastdown Works, Dermody Rd., Lewisham, S.E.13.
BROWN-BOVERI Automatic pressure regulators ...	British Brown Boveri, Ltd., Trafalgar House, Waterloo Place, S.W.1.
BRUSH Tramcars, tramcar trucks, motor-'bus bodies	The Brush Electrical Engineering Co., Ltd., Falcon Works, Loughborough.
BRUSH Transformers, motors and generators, liquid starters	The Brush Electrical Engineering Co., Ltd., Falcon Works, Loughborough.
BRUSH-LJUNGSTROM Steam turbo-generators	British Electrical Engineering Co., Ltd., Falcon Works, Loughborough.
BRUSTON Electric lighting plants, pumps, and refrigerators	G. C. Pillinger & Co., 53, Victoria St., S.W.1.
BULL Motors	E. R. & F. Turner, Ltd., Ipswich, England.
BUSY BEE Vacuum cleaner	Drake & Gorham Wholesale, Ltd., 67, Long Acre, W.C.2.
CABLEGRIP Cable boxes	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
CAB TYRE Cab tyre sheathed wires and cables	St. Helens Cable & Rubber Co., Ltd., Slough.
CAB TYRE Electric cables	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, London, E.C.1.
CABTYRIT Corrosion-resisting rubber	St. Helens Cable & Rubber Co., Ltd., Slough.
CADURO Cadmium copper wire for trolley and transmission purposes	Richard Johnson & Nephew, Ltd., Bradford Iron Works, Manchester.
CALLENDER Electric cables of all types	Callender's Cable & Construction Co., Ltd., Hamilton House, Victoria Embankment, E.C.4.
CAMBRIDGE Instruments	Cambridge Instrument Co., Ltd., 45, Grosvenor Place, S.W.1.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
CASSIRER Cables and flexibles	Richards, Longstaff & Co., Ltd., 52, Gracechurch St., E.C.3.
C.A.V. Batteries and other electrical equipment, for cars and commercial vehicles, radio productions and l.t. and h.t. batteries	C. A. Vandervell & Co., Ltd., Acton Vale, W.3.
CECIL Resistances, fan regulators, dimmers	Mansell & Ogan, Ltd., 15-17, Cecil St., Charing Cross Rd., W.C.2.
CELEC Sliding resistances, dimmers, arc resistances, and charging boards	Curtis Mfg. Co., Ltd., Conduit Place, W.2.
CELERITY Rail grinders	Equipment & Engineering Co., 2 & 3, Norfolk St., W.C.2.
CENTRAL Electric vacuum cleaner with revolving brush	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
CENTRALETTE Electric vacuum cleaner with fixed brush	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
CENTURY D.C. volt ammeter test set	Elliott Bros. (London), Ltd., Century Works, Lewisham, S.E.13.
C. & H. Electricity meters and instrument transformers	Chamberlain & Hookham, Ltd., Solar Works, New Bartholomew St., Birmingham.
C.H. Hand-operated and self-acting electric motor controlling apparatus and wireless components	Igranic Electric Co., Ltd., 149, Queen Victoria St., E.C.4.
CHARPEEB Electric fans and irons	Charlesworth, Peebles & Co., 5, Eden St., Hampstead Rd., N.W.1.
CHASLYN S.O.S. AND VENT TYPE Hydrometer with gravity balls ...	J. H. Collis & Co., 10, Canning Place, Liverpool.
CHLORIDE Storage batteries	The Chloride Electrical Storage Co., Ltd., Clifton Junction, near Manchester.
CIRSCALE Electrical measuring instruments ...	Record Electrical Co., Ltd., Broadheath, Altrincham, Cheshire.
CITY Motors	City Electrical Co., 1, Emerald St., W.C.1.
CLARITONE Loudspeakers and headphones ...	Automatic Telephone Mfg. Co., Ltd., Milton Rd., Edge Lane, Liverpool.
CLASSIC Pulpit, desk, piano and organ fittings	The Lodge Fittings Co., Ltd., 57, Albert Rd., Aston, Birmingham.
CLEARER TONE Anti-microphonic valve holders ...	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
COCUSITE Moulded bakelite material for accessories	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
COLEC A system of heating combining central heating with electricity for topping up	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
COMPACTUM 2-valve set	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
CORNWALL Regulators and dimmers	Donovan & Co., 47, Cornwall St., Birmingham.
COSMOS Cookers, domestic appliances, electric kitchen equipment, &c.	Metro-Vick Supplies, Ltd., 155, Charing Cross Rd., W.C.
COSMOS Lamps, fires, fans	Metro-Vick Supplies, Ltd., 155, Charing Cross Rd., W.C.2.
COSMOS Radiophones, radio valves and wireless apparatus	Metro-Vick Supplies, Ltd., 155, Charing Cross Rd., W.C.2.
COXPAR Voltage regulator	Cox-Walker & Partners, Darlington.
CRABTREE Accessories and switchgear	J. A. Crabtree & Co., Ltd., Lincoln Works, Walsall.
CRACORE Twin and three-core solid bitumen cables, cab tyre sheathed trailing cables	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
CRANE WITH ELECTRIC SYMBOL (DESIGN) Electric cranes, &c.	S. H. Heywood & Co., Ltd., Reddish, Stockport.
CREDA Domestic appliances	T. M. Johns & Co., Ltd., Station Rd., Plymouth.
CREDA Heating and cooking appliances ...	Credenda Conduits Co., Ltd., Oldbury, Birmingham.
CRESSALL Resistance nets, regulators, unit heaters	Cressall Mfg. Co., Eclipse Works, 31 & 32, Tower Street, Birmingham.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
CROWN Cable, tape and wires	Foster Engineering Co., Ltd., Morden Works, Wimbledon, S.W.19.
CROYDON Searchlight projectors	London Electric Firm, Brighton Rd., South Croydon.
CRYPTO Generators and motors (a.c. and d.c.), constant potential equipments, commutating rectifiers, &c.	The Crypto Electrical Co., Ltd., Acton Lane, Willesden, London, N.W.10, associated with The Lancashire Dynamo and Motor Co., Ltd., Trafford Park, Manchester.
CRYSELCO Electric lamps	Cryselco, Ltd., Kempston Works, Bedford.
CRYSTALATE Insulated fittings	Crystalate Mfg. Co., Ltd., Tonbridge, Kent.
C.T.S. Electric cables	St. Helens Cable & Rubber Co., Ltd., Slough.
C.T.S. Cab tire sheathed electric cables ...	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
CUMULUS Electric water heaters	Nathan & Allen, Ltd., 25, Victoria St., London, S.W.1.
DANIA Dry cells	Atlas Carbon & Battery Co., Ltd., 56, Southwark Bridge Rd., S.E.1.
DECO Control devices for handling plants	Dalyte Electrical Co., Deco Engg. Works, West Row, N. Kensington, W.10.
DEFORNAX Dynamo and motor brushes	J. O. Williamson, 10, Bucknall St., New Oxford St., W.C.2.
DELCO-LIGHT Lighting plants and batteries ...	Frigidaire, Ltd., Chapter St. House, Vauxhall Bridge Rd., Westminster, S.W.
DELTA Bell batteries	Falk, Stadelmann & Co., Ltd., Efesca Electrical Works, 83-95, Farringdon Rd., E.C.1.
DERI Motors, single and multi-phase, variable speed	British Brown Boveri, Ltd., Trafalgar House, Waterloo Place, S.W.1.
DETERGIO Glass brushes for cleaning commutators	J. O. Williamson, 10, Bucknall St., New Oxford St., W.C.2.
DIALITE Electric cables	St. Helens Cable & Rubber Co., Ltd., Slough.
DIAMOND Seal padlocks for slot meters ...	The Tourtel Mfg. Co., 48, Uxbridge Rd., Ealing, W.5.
DIAMOND H Switches, all types, temperature control apparatus	Hart Manufacturing Co., 76-76b, Rochester Row, S.W.1.
DIATRINE Diatrine paper-insulated cable ...	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
DICTOGRAPH House and office telephones.	Dictograph Telephones, Ltd., Aurelia Road, Croydon.
DIM-A-LAMP Portable lamp with dimming device	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
DIM-A LITE Adaptor lampholder with dimming device	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
DISCUS Organ-blowing equipments	Watkins & Watson, 17, White Lion St., Islington, London, N.1.
DISPERSO Hand dust bellows for dispersing dust from machines	J. O. Williamson, 10, Bucknall St., New Oxford St., W.C.2.
DOT Two-pin plug connectors and switch plugs	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
DOWSING'S Electric heating and medical appliances	Dowsing Radiant Heat Co., Ltd., Bollo Lane, Acton, W.3, and 91-3, Baker St., W.1.
D.P. Storage batteries	The D.P. Battery Co., Ltd., Bakewell, Derbyshire.
DRAGON Loud speakers	Graham Amplion, Ltd., 25-26, Savile Row, London, W.1.
DRAKA Cables	Electric Cables, Ltd., 88, Golden Lane, E.C.1.
DUFLEX Control of the pendulums in existing turret clocks	Gent & Co., Ltd., Faraday Works, Leicester.
DUGDILL'S PATENTS Electric movable fittings	John Dugdill & Co., Hazelgrove, Stockport.
DULCIVOX Loud speaker	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
DUNDEE "A" Adhesive protecting tapes	W. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
DUNDEE "B" Adhesive protecting tapes	W. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
DUPLEX Two-way tumbler switch with "off" position	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
DUPLEX-A-LITE Scientific lighting unit	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
DUREX Electric wiring system for C.T.S. or L.C. cables	Simplex Conduits, Ltd., Garrison Lane, Birmingham.
E Control gear, &c.	Geo. Ellison, Perry Barr, Birmingham.
EBBINITA Mouldings (not fireproof), cheap grade	Siluminite Insulator Co., Ltd., The Green, Southall, Middlesex.
EDISWAN Dry batteries	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
EDISWAN Valves	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
EDISWAN HYMEG H.T. accumulators	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
EDISWAN LOTEN L.T. accumulators	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
E. & E. Railway and tramway specialities ...	Equipment & Engineering Co., 2 & 3, Norfolk St., W.C.2.
EELEX Small wireless and electrical components and accessories	J. J. Eastick & Sons, 118, Bunhill Row, E.C.1.
EFESCA Switches, batteries, lampholders ...	Falk, Stadelmann & Co., Ltd., Efesca Electrical Works, 83-93, Farringdon Rd., E.C.1.
ELASTRONG Mechanical rubber	St. Helens Cable & Rubber Co., Ltd., Slough.
ELASTUMEN Cable	Johnson & Phillips, Ltd., Charlton, S.E.
E.L.E.C. Industrial lighting fittings	Engineering & Lighting Equipment Co., Sphere Works, St. Albans, Herts.
ELECT Cooking and heating apparatus, ovens, irons, fires, &c.	Electric Heating Co., George St., Croydon.
ELECTRICOAL (HEATRAE) Imitation coal fires	Electric Fires, Ltd., Heatrae Works, Norwich.
ELEPHANTIDE Insulating pressboards	B. S. & W. Whiteley, Ltd., Pool, Nr. Leeds.
ELIMINAIR Feed water deaerator	Richardsons, Westgarth & Co., Ltd., Hartlepool.
ELIXUM Quick make and break switch and fuse, ironclad fuses	Sykes & Dyson, Ltd., Queen's Mill Rd., Huddersfield.
ELLIOTT Electrical measuring instruments of all kinds	Elliott Bros. (London), Ltd., Century Works, Lewisham, S.E.13.
ELLISON Circuit breakers, electric	Geo. Ellison, Perry Barr, Birmingham.
ELLMAR Moulded pressings in bakelite and similar materials, insulating parts, &c.	The Ellmar Mouldings Co., Thimble Mill Lane, Birmingham.
ELTRON Electric hollow immersion heater ...	United British, Foreign & Colonial Agencies, Ltd., Sentinel House, Southampton Row, W.C.1.
ELWELL-PARKER Electric truck	Gillespie Partners, Ltd., Cecil House, Holborn Viaduct, E.C.1.
EMACO Electric fans, lighting accessories, wireless components	Enterprise Mfg. Co., Ltd., Grape St., Shaftesbury Av., W.C.2.
EMB Electrical control gear, resistances unbreakable, jointless and rustless, tramways trucks and brakes	The Electro-Mechanical Brake Co., Ltd., West Bromwich.
E.M.C. Electric fans, lighting accessories, wireless components	Enterprise Mfg. Co., Ltd., Grape St., Shaftesbury Av., W.C.2.
EMPIRE Insulating cloth and tape	Attwater & Sons, Hopwood Street Mills, Preston.
EMVEE Lampholders, switches and general accessories	Metro-Vick Supplies, Ltd., 155, Charing Cross Rd., W.C.2.
ENA Electric fires, electric heating elements	Ena Electrical Appliances, Ltd., 62, Englefield Rd., N.1.
ENDURAL Special cables and compound ...	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
EQUATORIAL Cable	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
EQUILUXO A special type of glassware	The General Electric Co., Ltd., Magnet House, Kingsway, W.C.2.
ERICSSON Telephones and wireless apparatus...	Ericsson Telephones, Ltd., 67-73, Kingsway, W.C.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
ESLA Street lighting equipment	Electric Street Lighting Apparatus Co., The Foundry, Canterbury.
ESSELL Insulating varnished cloth, papers, tapes, &c.	Spicers, Ltd., 19, New Bridge St., E.C.4.
EVER READY Dry cells, batteries, and electric lamps (portable)	Ever Ready Co. (Gt. Britain), Ltd., Hercules Place, N.7.
EVERAY High frequency, violet ray apparatus	I. Calvete, Ltd., 11, Little Saint Andrew St., St. Martin's Lane, W.C.2.
EXAUTO Time switch	Venner Time Switches, Ltd., 45, Horseferry Rd., S.W.1.
EXIDE Storage batteries	The Chloride Electrical Storage Co., Ltd., Clifton Junction, near Manchester.
EXIDE-IRONCLAD Storage batteries	Chloride Electrical Storage Co., Ltd., Clifton Junction, near Manchester.
EXPOMETER Exposure meters for automatically controlling ultra-violet ray apparatus	Bower Electric (1926), Ltd., 27, Ridinghouse St., Gt. Portland St., W.1.
EXPRESO Switches and accessories	The General Accessories Co., Ltd., 125, High Holborn, London, W.C.1.
FABROIL Non-metallic gears	British Thomson-Houston Co., Ltd., Rugby.
FAIRYLAND Lighting strip	Imperial Lighting Co. (Implitico), Ltd., 2-6, Pocock St., S.E.1.
FALCO Electrical cooking and heating appliances	The Falkirk Iron Co., Ltd., Falkirk, N.B.
FALCO INDUCER Electrical cooking by induced current, a.c. supply	The Falkirk Iron Co., Ltd., Falkirk, N.B.
FAMOS Vacuum cleaner	T. M. Johns & Co., Ltd., Station Rd., Plymouth.
FAMOUS Electric vacuum sweeper, electrical fittings, cycle accessories	Watson's Wholesale Wireless, 2, Bigg Market, Newcastle-on-Tyne.
F.A.P. Conduit and fittings and accessories	Fitter & Poulton, Ltd., Weston Lane, Greet, Birmingham.
FARRINGDON Bells	Falk, Stadelmann & Co., Ltd., Efesca Electrical Works, 83-93, Farringdon Rd., E.C.1.
FERRANTI Meters, transformers, instruments ...	Ferranti, Ltd., Hollinwood, Lancs.
FERROZOID Nickel-iron resistance material ...	Henry Wiggin & Co., Ltd., Wiggin St., Birmingham.
FERRY Copper-nickel resistance material ...	Henry Wiggin & Co., Ltd., Wiggin St., Birmingham.
FIBRE Insulating materials	Mosses & Mitchell, Ltd., 122-124, Golden Lane, E.C.1.
FIBRESTOS Fireproof sheets	Siluminite Insulator Co., Ltd., The Green, Southall, Middlesex.
F.I.L. High tension suspension insulators	W. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
FIREFLY Flameproof white enamel for fuse boxes	W. W. Hill, Son & Wallace, Ltd., Broughton, Manchester.
FIRIMINE Fuse switches	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
FISH-SPINE Admiralty-pattern porcelain insulating beads	Taylor, Tunnicliff & Co., Ltd., 110, Cannon St., E.C.4.
FLAMINGO Electric fires	British Electric Transformer Co., Ltd., The Tricity House, 50, Oxford St., W.1.
FLEXOTUBE Insulated sleeving	John MacLennan & Co., 115, Newgate St., E.C.1.
FLEXTOL Power driven hand tools	S. H. Morden & Co., Ltd., Morden House, 18, Dartmouth St., S.W.1.
FLUVENT Distribution fuse boxes	Parmiter, Hope & Sugden, Ltd., Vernon St., Longsight, Manchester.
FLY Magicoal fire	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
FORMAPEX Insulating varnish, moulding mixtures, miocarta sheet and tubes	Ioco Rubber & Waterproofing Co., Ltd., Netherton Works, Anniesland, Glasgow.
FOSTER Transformers, tanks, sub-station equipment	Foster Engineering Co., Ltd., Morden Works, Wimbledon, S.W.19.
FOSTER Lamps, lanterns and electrical accessories	Foster Engineering Co., Ltd., Morden Works, Wimbledon, S.W.19.
F.R.—B'HAM Copper earth clips and other accessories	F. Ryman, 116, Livery St., Birmingham.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
FRANCIS Lamp lock	Francis Lamp Locks, Ltd., 83, Pall Mall, S.W.1.
FRIGIDAIRE Automatic electrical refrigerator ...	Frigidaire, Ltd., Chapter St. House, Vauxhall Bridge Rd., Westminster, S.W.
FURSE Cinema electrical apparatus, curtain controllers, dimmers, &c.	W. J. Furse & Co., Ltd., Traffic St., Nottingham.
GAMEWELL Fire alarm systems	Standard Telephones and Cables, Ltd., Connaught House, Aldwych, W.C.2.
GARDY Rotary switches and fuses	Thompson & Co., 1 & 3, Old Swan Lane, E.C.4.
GEAR SHIELD Gear-saving lubricant	Fred. J. Down, 90-93, Fenchurch St., E.C.3.
GECOFIX Electric light fittings of every description	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
GECORAY Reflectors for shop-window lighting	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
GEEKODUCT Conduits, fittings and accessories ...	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
GENACCO Electric lighting accessories	The General Accessories Co., Ltd., 125, High Holborn, London, W.C.1.
GENII Geysers, water heaters, stills, radiators, air heaters, &c.	Geo. Nobbs, Ltd., 89, Cleveland St., Fitzroy Sq., W.1.
GIANT POLIFLOR Electric floor polisher for institutions and dance halls	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
GILSONITE Asphaltum	Ashby, Morris, Ltd., 17, Laurence Pountney Lane, E.C.4.
GLASGOW-REX Ironclad switches	Midland Electric Mfg. Co., Ltd., Stafford Works, Barford St., Birmingham.
GLO-CLAD Watertight and gastight electric lighting system	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
GLOVERS Electric wires, cables and lead-covered house wiring systems	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
GLOWRAY Nickel-chrome resistance material ...	Henry Wiggin & Co., Ltd., Wiggin St., Birmingham.
GODWINEX Radio and electrical apparatus ...	J. Dyson & Co., Ltd., 5 & 7, Godwin St., Bradford.
GRAHAM Motor horns, dimmer switches, &c.	Graham Amplion, Ltd., 25-26, Savile Row, London, W.1.
GRAHAM Naval telephones, band repeater and docking order equipment	Alfred Graham & Co., Ltd., St. Andrew's Works, Crofton Park, S.E.4.
GRAND Electric ironer	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
GREENGATE Cables	Greengate & Irwell Rubber Co., Ltd., Greengate Works, Salford, Manchester.
GRIPTITE Adhesive tape	Spicers, Ltd., 19, New Bridge St., E.C.4.
GUTTAROID Insulating tape	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
HÆTANIC Nickel chrome high resistance wire	L.P.S. Electrical Co., Ltd., Avenue Rd., Acton, W.3.
HAILGLASS Lighting glassware, clear, opal, coloured or decorated	Ackroyd & Best, Ltd., Beacon Works, Morley, near Leeds.
HAMILTON BEACH OR H. B. Vacuum cleaner, drink mixer, vibrator, &c.	S. G. Leach & Co., Ltd., 26-30, Artillery Lane, E.1.
HARCOURT Electric light fittings and door furniture	Metro-Vick Supplies, Ltd., 145, Charing Cross Rd., W.C.2.
HARPOON Guy anchors for staying poles, &c. ...	Fred. J. Down, 90-93, Fenchurch St., E.C.3.
HART Electrical accumulators	Hart Accumulator Co., Ltd., Marshgate Lane, E.15.
HAZEMEYER Switchgear	Alan Wright, 124, Chancery Lane, W.C.2.
HEATRAE Electric heating apparatus	Electric Fires, Ltd., Heatrae Works, Norwich.
H.E.C. Static transformers	Hackbridge Electric Construction Co., Ltd., Hersham, Walton-on-Thames.
HELENITE Electric cables	St. Helens Cable & Rubber Co., Ltd., Slough.
HELSBY Condensers for telephone, telegraph and power factor improvement	British Insulated Cables, Ltd., Helsby, near Warrington.
HELSBY Cords (telephone and switchboard) ...	British Insulated Cables, Ltd., Helsby, near Warrington.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
HELSBY Rubber-insulated cables	British Insulated Cables, Ltd., Helsby, near Warrington.
HELSBY Telegraph and telephone line material	British Insulated Cables, Ltd., Helsby, near Warrington.
HELSBY Wiring systems	British Insulated Cables, Ltd., Helsby, near Warrington.
HENLEX Special compound insulation ...	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HENLEY Link disconnecting boxes	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HENLEY Distribution pillars	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HENLEY Tape	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HENLEY Cables of all types	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HENLEY WIRING SYSTEM Special wiring system and fittings ...	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HEXAPHASE System for working overhead or underground at 150,000 volts	Major A. M. Taylor, Slade Lodge, Erdington, Birmingham.
HINGELESS Fuseboard (non-corrodible detachable)	S. Bill & Co., Ltd., Queen's Rd., Aston, Birmingham.
HITEST Cables	Falk, Stadelmann & Co., Ltd., Efesca Electrical Works, 83-93, Farringdon Rd., E.C.1.
HIVOLTSIT Compressed bakelised varnish paper material, varnish insulating paper, moulded insulators to any design for any purpose	The Standard Insulator Co., Ltd., Winsley House, Wells St., Oxford St., W.1.
HOFFMANN Ball and roller bearings, steel balls and rollers	Hoffmann Mfg. Co., Ltd., Chelmsford, Essex.
HOLOPHANE Prismatic illuminating glassware ...	Holophane, Ltd., Elverton St., Vincent Sq., S.W.1.
HOMOGENEOUS Leadless non-hygroscopic cables for low and the highest tensions	Maatschappij Tot Vervaardiging Van Homogene Kabels. (Homogeneous Cables, Ltd.), 43, Stadhoudersplein, The Hague, Holland.
HOPKINSON OR H.I.M. Alternating-current motors	Hopkinson Induction Motors, Willesden Lane, North Acton, W.3.
HOT-POINT Electric irons, soldering irons and branders	Dowsing Radiant Heat Co., Ltd., Bollo Lane, Acton, W.3, and 91-3, Baker St., W.1.
HOT-POINT Domestic electric appliances	Hotpoint Electric Appliance Co., Ltd., 24, Newman St., Oxford St., W.1.
HOTPOINT-FALCO Electric cookers	Hotpoint Electric Appliance Co., Ltd., 24, Newman St., Oxford St., W.1.
H.W.S. Special wiring system and fittings ...	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
HYPER-SCALE Electrical measuring instruments ...	Nalder Bros. & Thompson, Ltd., 97a, Dalston Lane, E.8.
ICALL Hairdryers, vibro-massage, electro medical apparatus	I. Calvete, Ltd., 11, Little Saint Andrew St., St. Martin's Lane, W.C.2.
IDEAL Electrical measuring instruments of all types	Nalder Bros. & Thompson, Ltd., 97a, Dalston Lane, E.8.
I. & F. Controller fingers, contacts and colliery coal-cutter spares and renewals	Imeson & Finch, "Empress" Works, Stockton-on-Tees.
IGRANIC All types of electric motor starting and motor controlling apparatus and wireless components	Igranic Electric Co., Ltd., 149, Queen Victoria St., E.C.4.
IGRANIC-PACENT Radio components for wireless receiving sets	Igranic Electric Co., Ltd., 149, Queen Victoria St., E.C.4.
IMP Flat tumbler switches and switch plugs	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
IMPERIAL Conduit tubes and accessories ...	Isaac Griffiths & Sons, Imperial Works, Wednesbury, Staffs.
IMPERIAL Electric stage equipment	Imperial Lighting Co. (Implitico), Ltd., 2-6, Pocock St., S.E.1.
INGLEBY Electric motors	Electric Motor & Stove Hiring Co., Ltd., Sweet St., Leeds.
INKWELL Recording instruments	Everett, Edgcumbe & Co., Ltd., 117, Victoria St., S.W.1.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
INSULAC Insulating acid-proof varnish ...	W. W. Hill, Son & Wallace, Ltd., Broughton, Manchester.
INSULOIL Oil insulating varnish (stoving or air drying)	W. W. Hill, Son & Wallace, Ltd., Broughton, Manchester.
INTERMEDIATE Tumbler switch for control of lamps from more than two positions	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
INTERNALITE Signs	K.F.M. Engineering Co., Ltd., 29-31, Portugal St., Kingsway, W.C.2.
INTERNATIONAL ELECTRIC CO., LTD. Automatic telephones, intercommunicating telephones, loudspeakers, &c.	International Electric Co., Ltd., 161a-166, Strand, W.C.2.
INTERZONE Reflectors and lighting system ...	Marryat & Place, 28, Hatton Garden, E.C.1.
INVENTUM Electric fires and domestic appliances, hot-water taps	W. E. Beardsall & Co., Ltd., 5, Victoria Bridge, Manchester.
INVENTUM Fires, cookers, water heating and domestic electric appliances	Alan Wright, 124, Chancery Lane, W.C.2.
INVENTUM Electric fires, electric water taps, electric cisterns	W. C. Yuille & Co., Ltd., 155a, St. Vincent St., Glasgow, C.2.
INVENTUM Electric fires, water heating and cooking appliances	Inventum Electrical Appliances, Sales Dept., 124, Chancery Lane, W.C.2.
IRONSAFE Switchboards	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
ISCO House service cutouts	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
IVANHOE Lighting glassware	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
JACKSON Electric cookers, fires, kettles, breakfast cookers, &c	Jackson Electric Stove Co., Ltd., 143, Sloane St., S.W.1.
J.K.W. Solid-contact lampholders	J.K.W. Manufacturing Co., Ltd., 1 & 2, Bridge St., Middlesbrough.
J. & P. Wiring system	Johnson & Phillips, Ltd., Charlton, S.E.
JUBILEE Worm-drive earthing clips	L. Robinson & Co., "London Chambers," Gillingham, Kent.
K Adhesive insulating tape	F. R. Hunt, Crowther Avenue, Calverley, Nr. Leeds.
KALANITE Insulating material	Callender's Cable & Construction Co., Ltd., Hamilton House, Victoria Embankment, E.C.4.
KALANOID Plastic waterproof compound ...	Callender's Cable & Construction Co., Ltd., Hamilton House, Victoria Embankment, E.C.4.
KALBITUM Anti-corrosive paint	Callender's Cable & Construction Co., Ltd., Hamilton House, Victoria Embankment, E.C.4.
KALEECO Electric wiring system	Callender's Cable & Construction Co., Ltd., Hamilton House, Victoria Embankment, E.C.4.
KANGAROO Electric radiator	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
KANTARK Fuses, cut-outs and distribution boards	Midland Electric Mfg. Co., Ltd., Stafford Works, Barford St., Birmingham.
KARETNJA Non-hygroscopic insulating material for low and high tension cables	Maatschappij Tot Vervaardiging van Homogene Kabels (Homogeneous Cables, Ltd.), 43, Stadhoudersplein, The Hague, Holland.
KATHANODE Storage batteries	The D.P. Battery Co., Ltd., Bakewell, Derbyshire.
KAYBEE Wash boiler	Armature Winding Co., Ltd., Castle Grounds, Bury, Lancs.
KDAG Wires and cables	S. G. Leach & Co., Ltd., 26-30, Artillery Lane, E.1.
KELVEDON Hand-decorated and tinted glass and M.P. vellum shades (produced in England)	Electric Art Shades, Kelvedon, Essex.
KEY FIBRE CONDUIT Conduit and bird guards	Key Engineering Co., Ltd., 4, Queen Victoria St., E.C.4.
KILARC Positive action quick make and break tumbler switches	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
KINARKO Carbons for cinematograph work, &c.	The General Electric Co., Ltd., Magnet House, Kingsway, W.C.2.
KINGOLITE Electric candles	Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
KINGSWAY Combined switch and plug	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
KLYMAX Single and two-way narrow-panel tumbler switches	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
KOMET Electric heating appliances	Electric Heating & Hardware, Ltd., Crown Works, Berkley St., Birmingham.
KONE Loud speaker	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
KONFORM Switch plug	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
KYE Electric lamps	Kye, Ltd., 1-3, Brixton Rd., S.W.9.
LANCASHIRE Generators and motors, synchronous motors, turbo-alternators, &c.	Lancashire Dynamo & Motor Co., Ltd., Trafford Park, Manchester, associated with The Crypto Electrical Co., Ltd., Acton Lane, Willesden, N.W.10.
LATASCALE Indicating instruments	Elliott Bros. (London), Ltd., Century Works, Lewisham, S.E.13.
LEATHEROID Insulating materials	Mosses & Mitchell, Ltd., 122-124, Golden Lane, E.C.1.
LEATHEROID Insulating materials	Attwater & Sons, Hopwood St. Mills, Preston.
LECITE Insulated cables	Liverpool Electric Cable Co., Ltd., Linacre Lane, Bootle, Liverpool.
LECTROFLATOR Tire pump, electric	Gerrard & Co., Ltd., 15-19, Gt. Tichfield St., W.1.
LEKTRIK Switches, plug connectors and kindred accessories	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
LIBERTY Super-heterodyne receiver and units	Radi-Arc Electrical Co., Ltd., Bennett St., W.4.
LIBERTY Permanent crystal detector	Radi-Arc Electrical Co., Ltd., Bennett St., W.4.
LINAPEX Varnished cloths, silks and tapes ...	Ioco Rubber & Waterproofing Co., Ltd., Netherton Works, Anniesland, Glasgow.
LINK Clips	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
LINOLITE Reflector fittings for shop-window and cornice lighting	Beuttell, Ltd., Christopher Place, Chalton St., Euston Rd., N.W.1.
LISTER Electric lighting and power plant ...	R. A. Lister & Co., Ltd., Dursley, Gloucestershire.
LISTER-BRUSTON Generating set	R. A. Lister & Co., Ltd., Dursley, Glos.
LITHOLITE Moulded insulators	Litholite Insulators, Ltd., 55-57, Hackney Grove, London, E.8.
LITTLE GIANT Electric and pneumatic portable hand drills	The Consolidated Pneumatic Tool Co., Ltd., Egyptian House, 170, Piccadilly, W.1.
LIVERPOOL CABLES Wires and cables	Liverpool Electric Cable Co., Ltd., Linacre Lane, Bootle, Liverpool.
LOHYS Electrical sheets and stampings ...	Joseph Sankey & Sons, Ltd., Bilston, Staffs.
LORIVAL Insulating material	Lorival Mfg. Co. (1921), Ltd., Norwood Works, Southall, Middlesex.
L.P. Lamplock	G. S. Peckham & Co., 4-5, New Compton St., Charing Cross Rd., W.C.2.
L.P.S. Insulated varnished silk cambric, paper, tapes and sleevings, bakelite, &c.	L.P.S. Electrical Co., Ltd., Avenue Rd., Acton, W.3.
L.P.S. Magnet and resistance wires, cords and tungsten contacts	L.P.S. Electrical Co., Ltd., Avenue Rd., Acton, W.3.
L.P.S.-DUDLO Enamelled wire	L.P.S. Electrical Co., Ltd., Avenue Rd., Acton, W.3.
LUNAX Dustproof glassware lighting units...	Engineering & Lighting Equipment Co., Sphere Works, St. Albans, Herts.
LUNDBERG Switches, plug connectors and kindred accessories	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
LUX Storage batteries	Chloride Electrical Storage Co., Ltd., Clifton Junction, near Manchester.
LUX (LIQUID CO_2) Fire extinguishing without damage	Walter Kidde & Co. (Inc.), 2, Victoria St., S.W.1.
LYRIC Flexible cord	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
MACADIE Automatic coil-winding machine ...	Automatic Coil Winder & Electrical Equipment Co., Wellington House, Buckingham Gate, S.W.1.
MACONITE Insulated cables	Macintosh Cable Co., Ltd., Ashbourne Road Mills, Derby.
MACRORY Service box	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
MAGICLOG Electric log fires	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
MAGICOAL Electric fires	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
MAGNA V.i.r. cables and lead covered cables, &c.	Magna Wire & Cable Co., Ltd., 4, Gt. Smith St., Victoria St., S.W.1.
MAGNASTART High starting torque S.C. motors ...	The Harland Engineering Co., "B.E.P." Works, Alloa, Scotland.
MAGNET Electric fans of every description ...	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
MAGNET Household electric appliances for heating, cooking, washing, cleaning, ironing, &c.	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
MAGNET Wiring systems for general and industrial purposes	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
MAGNUM Two-pin plug connectors	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
MAHOGANITE Insulating material	American Hard Rubber Co. (Britain), Ltd., 13a, Fore St., E.C.2.
MANSON Adhesive protecting tape	Wm. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
MARCONI Various types of valves for reception and transmission, bright and dull emitter for both general and special purposes	M.O. Valve Co., Ltd., Osram Works, Brook Green, Hammersmith.
MARELLI Electric fans	Marelli & Co., Ltd., 19-20, Garlick Hill, E.C.
MARVEL Tumbler switches for variable control from two or more positions	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
MASTA Ironclad fuse-switches	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
THE MASTER VALVE Wireless receiving, transmitting, rectifying and modulating valves	Mullard Radio Valve Co., Ltd., Nightingale Works, Nightingale Lane, S.W.2 (Manufacturers). Mullard Wireless Service Co., Ltd., Mullard House, Denmark St., W.C.2 (Distributors).
MAXIM Lamps	Poynter, Griffiths & Co., Ltd., Maxim Lamp Works, 75, Canonbury Rd., N.1.
MAXLUME Industrial and commercial lighting fittings and heating apparatus	Veritys, Ltd., Plume Works, Aston, Birmingham.
MAXTORQ Squirrel-cage type induction motors	Lancashire Dynamo & Motor Co., Ltd., Trafford Park, Manchester, associated with The Crypto Electrical Co., Ltd., Acton Lane, Willesden, London, N.W.10.
MAYTAG Electric clothes washing	Hotpoint Electric Appliance Co., Ltd., 24, Newman St., Oxford St., W.1.
M.C.L. & REPETITION Motor-car electrical equipment and automatic screw machine products	M.C.L. & Repetition, Ltd., Pool Lane, Langley, Birmingham.
M.E. Battery-charging switchboards ...	Mann, Egerton & Co., Ltd., Major's Corner, Ipswich.
M.E.C. Small electric motors, a.c. and d.c.	The Medical Engineering Co., Ltd., Englefield Rd., N.1.
MECVENT Organ-blowing equipments, forge blower, industrial fans, &c.	Millns Electrical Co., 17, Whitefriars St., E.C.4.
MEDIUM RESISTANCE Special high-quality dynamo sheets and stampings	Joseph Sankey & Sons, Ltd., Bilston, Staffs.
MEGOHMOID Cable materials	Lindsay & Williams, Ltd., Bennett St. Works, Ardwick, Manchester.
MEMETTE Ironclad switches	Midland Electric Mfg. Co., Ltd., Stafford Works, Barford St., Birmingham.
MEMREX Ironclad switches	Midland Electric Mfg. Co., Ltd., Stafford Works, Barford St., Birmingham.
MEPIC Shop-window heater and car radiator heater	Midland Electric Power Installation Co., Old Mill St., Wolverhampton.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
MERIDIAN "Z" wires and cables and everything electrical	Meridian Electric Co., Baltic Chambers, 50, Wellington St., Glasgow.
MERSEY Dynamos and motors	McClure & Whitfield, Stockport.
MERSEY Motors	City Electrical Co., 1, Emerald St., W.C.1.
METROHM Insulation tester	Everett, Edgcumbe & Co., Ltd., 117, Victoria St., S.W.1.
MICANITE Insulating material	Mica & Micanite Supplies, Ltd., Offord St., N.1.
MIDGET MASTA Fuse switch	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
MILL Circuit breakers	Geo. Ellison, Perry Barr, Birmingham.
MILLER Lamps and lighting fixtures	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
MILLERETTE Bathroom unit	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
M.I.P. Combined 3-plate ceiling rose and two-pin plug	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
MONEL Nickel alloy, anti-corrosive metal ...	G. & J. Weir, Ltd., Cathcart, Glasgow.
MOONSTONE Glassware	Metro-Vick Supplies, Ltd., 155, Charing Cross Rd., W.C.2.
MORGANITE Brushes	Morgan Crucible Co., Ltd., Battersea Wks., Church Rd., S.W.11.
MORTISE Single-way small narrow-panel tumbler switches	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
MOSAIC Fires and paint removers	Girlings, Ltd., Electricity Works, Maldon, Essex.
MOULDENSITE Moulding powders and impregnating varnishes	Mouldensite, Ltd., Darley Dale, Derbyshire.
MUELLER Universal test clips	L.P.S. Electrical Co., Ltd., Avenue Rd., Acton, W.3.
MULPARVO A utility heater	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
N Insulating waterproof and weather-resisting tape	St. Helens Cable & Rubber Co., Ltd., Slough.
NALDER Electric measuring instruments of all types	Nalder Bros. & Thompson, Ltd., 97a, Dalston Lane, E.8.
NARROW OBLONG Two-pin panel plug connectors ...	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
N.B.D. Electrical plant	Newton Bros. (Derby), Ltd., Alfreton Rd., Derby.
N.C.S. Electrical measuring instruments of all types	Nalder Bros. & Thompson, Ltd., 97a, Dalston Lane, E.8.
NERON Electric lamps	Neron Lamps, Ltd., 1-3, Brixton Rd., S.W.9.
NESDRUM W.T. boilers	Richardsons, Westgarth & Co., Ltd., Hartlepool.
NEWBERRY Magicoal fires	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
NEWBRIDGE Time switches	Horstmann Gear Co., Ltd., Newbridge Works, Bath.
NEWTONS Dynamos, motors and train-lighting equipment	Newtons of Taunton, Taunton.
NICO Fittings and accessories	Nico Light Co., Ltd., 19, Farringdon Avenue, E.C.
NIPHAN Couplings and plugs for cables ...	Simmonds & Stokes, Ltd., 4, Vernon Place, Southampton Row, W.C.1.
NO-LAG Induction motors	British Thomson-Houston Co., Ltd., Rugby.
NOMAG Non-magnetic cast iron	Ferranti, Ltd., Hollinwood, Lancs.
NOVEL Switch	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
OHMALINE Insulating varnish	Griffiths Bros. & Co. London, Ltd., Macks Rd., S.E.16.
OHMER Insulating testing sets	Nalder Bros. & Thompson, Ltd., 97a, Dalston Lane, E.8.
OKONITE Insulating tape	Wm. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
OMEGA Electric lamps of all kinds	Omega Lampworks, Ltd., 83, Merton Rd., Wimbledon, S.W.19.
ORB Switchgear, ironclad	Geo. M'Cartney & Co., Burnside Works, Cumnock, N.B.
ORBIT Traversing desk bracket or cabin fan, for commercial or marine use	Veritys, Ltd., Plume Works, Aston, Birmingham.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
OSRAM Various types of valves for reception and transmission, bright and dull emitter for both general and special purposes	M.O. Valve Co., Ltd., Osram Works, Brook Green, Hammersmith.
OSRAM Electric lamps for all conditions of lighting	General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
OSRAM Wireless valves of all types for general and special requirements	General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
OWL Porcelain	Geo. Wade & Son, Ltd., Manchester Pottery, High St., Burslem, Staffs.
OXFORD Receiving sets, special transformers	Oxford Wireless Telephony Co., Ltd., Titmouse Lane, Oxford
OZONAIR Ozone apparatus, pure air ventilation	Ozonair, Ltd., 96, Victoria St., S.W.1.
PAKYDERM Finishing varnish	Griffiths Bros. & Co., London, Ltd., Macks Rd., S.E.16.
PARAGON Air pump	G. & J. Weir, Ltd., Cathcart, Glasgow.
PARAGON Terminals	Clarkes, "Sinnew" Works, Redditch.
PEEBLES Electrical machinery and transformers	Bruce Peebles & Co., Ltd., East Pilton, Edinburgh.
PEEL-CONNER Telephones for domestic, commercial and industrial uses	General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
PEERLESS Insulator and fibre	Attwater & Sons, Hopwood Street Mills, Preston.
PEERLESS Single-phase repulsion induction motors, generators and fans	S. G. Leach & Co., Ltd., 26-30, Artillery Lane, E.1.
PEERLESS Insulation paper	J. Burns, Ltd., Wangye Works, Chadwell Heath, Essex.
P.E.H. Heating apparatus	Premier Electric Heaters, Ltd., Keeley St., Watery Lane, Birmingham.
PELAPONE Country-house electric lighting plants	New Pelapone Engine Co., Ltd., 41, Baker St., W.
PERCO-WASH Electric clothes-washing device and washboiler	Jackson Electric Stove Co., Ltd., 143, Sloane St., S.W.1.
PERNAX Insulated cables, mining cables, bird guards for h.t. transmission lines	Greenwich Cable Works, Ltd., 97-99, Dashwood House, Old Broad St., E.C.2.
PERTINAX Special bakelite insulators, tubes, sheets and paper	Geo. L. Scott & Co., 69, Fleet St., E.C.4.
PETER THE HEATER Motor-car engine heater	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
PETROLEX Fire extinguishers for electrical equipment	Read & Campbell, Ltd., 75, Victoria St., Westminster, S.W.1.
PHENOLITE Laminated bakelite	J. Burns, Ltd., Wangye Works, Chadwell Heath, Essex.
PHILATTA Switches	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
PHONOPHORE Railway signalling telephone ...	Sterling Telephone & Electric Co., Ltd., Dagenham, Essex.
PINNACLE Switch fuses, enclosed fuses, &c. ...	Pinnacle Switchgear, Ltd., Weybridge, Surrey.
PIONEER Turn-type switches and switch plugs	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
PIRELLI-GENERAL Wires, cables and flexibles	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
PIVOT Single and two-way tumbler switches	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
PIVOT COMBINATION Tumbler switch and two-pin connector	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
PIVOT INTERMEDIATE Tumbler switches for control of lamps from more than two positions	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
PIXY Bell pushes with straight-line movement	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
PLANIA Arc lamp carbons, carbon brushes, carbon battery plates, &c.	Wm. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
PLASTOL Plastic insulating compound ...	Geo. Ellison, Perry Barr, Birmingham.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
P.M. VALVES Dull filament receiving valves ...	Mullard Wireless Service Co., Ltd., Mullard House, Denmark Street, W.C.2 (Distributors). Mullard Radio Valve Co., Ltd., Nightingale Works, Nightingale Lane, S.W.12 (Manufacturers).
POLIFLOR Electric floor polisher, for medium-sized rooms	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
PRACHE Foundations for preventing vibrations	Fred. J. Down, 90-93, Fenchurch St., E.C.3.
PREMIER Fires	Premier Electric Heaters, Ltd., Keeley St., Watery Lane, Birmingham.
PREMIER Accumulators	Premier Accumulator Co. (1921), Ltd., Cattle Market Rd., Northampton.
PREMIER Electric vacuum cleaner	Hotpoint Electric Appliance Co., Ltd., 24, Newman St., Oxford St., W.1.
PREMIER DUPLEX Electric vacuum cleaner	Hotpoint Electric Appliance Co., Ltd., 24, Newman St., Oxford St., W.1.
PRESCOT Box compounds	British Insulated Cables, Ltd., Prescot, Lancs.
PRESCOT Feeder pillars	British Insulated Cables, Ltd., Prescot, Lancs.
PRESCOT Joint boxes	British Insulated Cables, Ltd., Prescot, Lancs.
PRESCOT Overhead equipment for electric railways and tramways	British Insulated Cables, Ltd., Prescot, Lancs.
PRESCOT Paper-insulated cables	British Insulated Cables, Ltd., Prescot, Lancs.
PRISMATIC Bulkhead fitting	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
PROMETHEUS Electric irons, radiators, water heaters, &c.	Dowsing Radiant Heat Co., Ltd., Bollo Lane, Acton, W.3, and 91-3, Baker St., W.1.
PROTOS Electric vacuum cleaner	Charlesworth, Peebles & Co., 5, Eden St., Hampstead Rd., N.W.1.
PUL-SYN-ETIC Electric impulse clocks	Gent & Co., Ltd., Faraday Works, Leicester.
QUASI-ARC Electric welding	Quasi-Arc Co., Ltd., 15, Grosvenor Gardens, S.W.1.
QUEAD Electric fires and cookers	Wm. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
QUICKFIX Patent gallery	Charlesworth, Peebles & Co., 5, Eden St., Hampstead Rd., N.W.1.
QUICKWAY Coil-winding machines	Midland Dynamo Co., Ltd., Volta Works, Leicester.
RADIODESCENT Appliances for radiant heat treatment	Dowsing Radiant Heat Co., Ltd., Bollo Lane, Acton, W.3, and 91-3, Baker St., W.1.
RADIOLUX Loud speakers	Graham Amplion, Ltd., 25-26, Savile Row, London, W.1.
RADIOMATIC Broadcast receivers	Gent & Co., Ltd., Faraday Works, Leicester.
RADION Insulating material	American Hard Rubber Co. (Britain), Ltd., 13a, Fore St., E.C.2.
RECORD Insulation testers, battery cut-outs, circuit breakers	Record Electrical Co., Ltd., Broadheath, Altrincham, Cheshire.
RECORD Electric vacuum cleaner with fixed brush	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
REDRAY Nickel-chrome resistance material ...	Henry Wiggin & Co., Ltd., Wiggin Street, Birmingham.
REESILEO Oils, insulating and lubricating ...	Reesoils, Ltd., 1, Eldon Sq., Newcastle-on-Tyne.
REFLEX Control of the pendulums and unification of existing workman's registers	Gent & Co., Ltd., Faraday Works, Leicester.
REGAL Ebonite	Spicers, Ltd., 19, New Bridge St., E.C.4.
RELIANCE Circuit breakers	Whipp & Bourne, Castleton, Manchester.
REMY Permanent tungsten steel magnet and magnet steel	W. F. Dennis & Co., 70, Queen Victoria St., E.C.4.
REPELLITE Insulating sheets	Spicers, Ltd., 19, New Bridge St., E.C.4.
RESISTON Insulating material	American Hard Rubber Co. (Britain), Ltd., 13a, Fore St., E.C.2.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
RESTFULITE Electric standards	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
REVERSING Tumbler switch, with or without "off" position	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
REX A.c. meters	Thompson & Co., 1 & 3, Old Swan Lane, E.C.4.
R.L.M. Reflector fitting	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
RODALUX Street-lighting reflector fitting ...	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
ROTAX Electrical equipment, motor accessories, wireless receivers, &c.	Rotax (Motor Accessories), Ltd., Willesden Junction, N.W.10
ROYAL Vibrators and hair dryers	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
ROYAL EDISWAN Lamps	Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
ROYAL EDISWAN Fullolite lamps	Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
RUPTOR Switch	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
RUTTER Patent wood pole for overhead transmission	Richard Wade, Sons & Co., Ltd., Hull.
SADIA Automatic water heater	Sadia Electrical Apparatus, 30, Ely Place, E.C.1.
SAFETEE Switches	L. Weekes (Luton), Ltd., Langley St., Luton, Beds.
SAFUSE Fuses and combined switch fuse ...	Donovan & Co., 47, Cornwall St., Birmingham.
ST. HELENS Cab tyre sheathed (C.T.S.) cables, dialite cables	St. Helens Cable & Rubber Co., Ltd., Slough.
ST. HELENS Ebonite, corrosion-proof fittings ...	St. Helens Cable & Rubber Co., Ltd., Slough.
ST. HELENS Insulating matting, insulating gloves, insulating shoes	St. Helens Cable & Rubber Co., Ltd., Slough.
SALFORD Circuit breakers	General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
SANGAMO-EDISWAN Meters	Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
SANTON Switching plugs, geysers, wash boilers, &c.	Santon, Ltd., Dock St., Newport, Mon.
SAUTER Time switches, thermostats	Nathan & Allen, Ltd., 25, Victoria St., London, S.W.1.
SAVELITE A.c. incandescent lamp	Philips Lamps, Ltd., 145, Charing Cross Rd., W.C.2.
S Ironclad switchgear	T. M. Johns & Co., Ltd., Station Rd., Plymouth.
S & C Brass and steel repetition productions, turned from bar on capstan and automatic lathes and also pressings from sheet	Spears & Co., Capstan Repetition Works, 68, Park Rd., Hockley, Birmingham.
SAX Electric bells, indicators and accessories	Julius Sax & Co., Ltd., 24a, High St., Bloomsbury, W.C.2.
SAX Wall plugs and electric light accessories	Julius Sax & Co., Ltd., 24a, High St., Bloomsbury, W.C.2.
SAXONOR Switch plug (interlocking)	Julius Sax & Co., Ltd., 24a, High St., Bloomsbury, W.C.2.
SCHERBIUS Phase advancers and a.c. motor speed regulators	British Brown Boveri, Ltd., Trafalgar House, Waterloo Place, S.W.1.
SCRULIX Guy anchors for staying poles, &c.	F. J. Down, 90-3, Fenchurch St., E.C.3.
SECURA Insulating sleevings	Brasse, Ltd., Manor Works, High St., Hornsey, N.
SEECOL Modern stage lighting equipment ...	Strand Electric & Engineering Co., Ltd., 21, Floral St., W.C.2.
SELCO Syrens, motors, fans	S. G. Leach & Co., Ltd., 26-30, Artillery Lane, E.1.
SELZ Lamp shades	Charles Selz, 47, New Cavendish St., W.1.
SEMAPHITE Cables	Johnson & Phillips, Ltd., Charlton, S.E.
SERIES-PARALLEL Tumbler switch with or without "off" position	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
SERVICE Unbreakable, non-rusting and rigid grid resistances	The Rheostatic Co., Ltd., Mackenzie St., Slough, Bucks.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
SERVICE Electric domestic appliances	The Rheostatic Co., Ltd., Mackenzie St., Slough, Bucks.
SHAYDOLITE Lamp lacquer	Griffiths Bros. & Co., London, Ltd., Macks Rd., S.E.16.
SHIPTON Automatic telephone systems ...	Shipton Automatic Telephone System, Ltd., 37, Tothill St., S.W.1.
SIEMENS Electric lamps	Siemens & English Elec. Lamp Co., Ltd., 38 & 39, Upper Thames St., E.C.4.
SIFAM Electrical measuring instruments and instrument transformers	Sifam Electric Instrument Co., Ltd., 10a, Page St., Westminster, S.W.1.
SIFTRON Filter circuits	Graham Amplion, Ltd., 25-26, Savile Row, London, W.1.
SILOLUXE Quiet, closed-bag type, electric vacuum cleaner	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
SILOVAC Silent electric vacuum cleaner ...	C.C.A. (Vacuum Cleaners), Ltd., "Swinton House," 322-6, Gray's Inn Rd., W.C.1.
SILUMINITE Switchboards, mouldings	Siluminite Insulator Co., Ltd., The Green, Southall, Middlesex.
SILVALUX Electric lamps (opal)	Siemens & English Electric Lamp Co., Ltd., 38 & 39, Upper Thames St., E.C.4.
SILVARAY One-piece glassware fittings	Siemens & English Electric Lamp Co., Ltd., 38 & 39, Upper Thames St., E.C.4.
SILVERLITE Frink shop window reflector ...	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
SILVERSTONE Glassware	Metro-Vick Supplies, Ltd., 155, Charing Cross Rd., W.C.2.
SILVERTOWN Cables, instruments, &c.	India Rubber, Gutta Percha & Telegraph Works Co., Ltd., 106, Cannon St., E.C.4.
SIMBAKE Switches, holders and accessories ..	Simpson, Baker & Co., 2-5, Nelson St., Bristol.
SIMPLEX Jacks	Equipment & Engineering Co., 2 & 3, Norfolk St., W.C.2.
SIMPLEX Conduits and all electric installation equipment	Simplex Conduits, Ltd., Garrison Lane, Birmingham.
SIMPLEX "Ordinary" and "reverse" door contacts	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
SINDANYO Insulating and arc-resisting board	Turner Bros. Asbestos Co., Ltd., Rochdale.
SINEW Wireless connections	Clarkes, "Sinnew" Works, Redditch.
SISSON Enclosed self-lubricating engines ..	W. Sisson & Co., Ltd., Elmbridge Rd., Gloucester.
SISTOFLEX Insulating sleeving, fibre and leatheroid	Spicers, Ltd., 19, New Bridge St., E.C.4.
SISTOFLEX Varnished cloth, paper, tapes, &c.	Spicers, Ltd., 19, New Bridge St., E.C.4.
SKROO-ZON Handles for files	Tyer & Co., Ltd., Ashwin St., Dalston, E.8.
SLEKTUN Inductance coils	Automatic Coil Winder & Electrical Equipment Co., Wellington House, Buckingham Gate, S.W.1.
SLOTTED STEEL Pierced mild steel angles, channels, flats, &c.	Constructors, Ltd., Imperial House, Charlotte St., Birmingham.
S.L.R. Industrial reflector fittings	Engineering & Lighting Equipment Co., Sphere Works, St. Albans, Herts.
SMOOTHWELL Irons	Premier Electric Heaters, Ltd., Keeley St., Watery Lane, Birmingham.
SOLARIUM Electric sun baths	Dowsing Radiant Heat Co., Ltd., Bollo Lane, Acton, W.3, and 91-3, Baker St., W.1.
SOLBIT Solid bitumen mining cables ...	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
SOVEREIGN Dry cells	Atlas Carbon & Battery Co., Ltd., 56, Southwark Bridge Rd., S.E.1.
SPARTON Motor horns	Graham Amplion, Ltd., 25-26, Savile Row, London, W.1.
SPECIAL LOHYS Electrical sheets and stampings ...	Joseph Sankey & Sons, Ltd., Bilston, Staffs.
SPIROGLIDE Turbine pump	Harland Engineering Co., Ltd., B.E.P. Works, Alloa, Scotland.
SPLENDOR Electric lamp manufacturers ...	M.S.L., Ltd., Splendor House, 67, Hammersmith Rd., W.14.
SPRING HAMMER For drilling stone, brickwork, &c. ...	Fred. J. Down, 90-93, Fenchurch St., E.C.3.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
STALLOY Transformer sheets, stampings of all shapes, telephone and loud-speaker diaphragms	Joseph Sankey & Sons, Ltd., Bilston, Staffs.
STANDARD Vacuum sweepers, washing and ironing machines	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
STANDARD Cables of all types	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
STANDARD Public address systems	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
STANDARD Telephones for all purposes, manual and automatic	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
STANDARD Traffic control system	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
STANDARD Wireless transmitting and receiving apparatus	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
STECHFORD Dynamos and motors, motor-generator sets, epicyclic geared motors	J. S. Plumtree, 90-91, High Holborn, W.C.1.
STELLA Conduits and conduit fittings ...	Stella Conduit Co., Ltd., Highfield Works, Bilston, Staffs.
STERLING Insulating varnishes, solid impregnating compounds, wire enamels	The Sterling Varnish Co., 196, Deansgate, Manchester.
STERNOL Turbine, transformer and diesel oils	Sterns, Ltd., Royal London House, Finsbury Sq., E.C.2.
STROWGER Automatic telephones and exchange equipment	Automatic Telephone Manufacturing Co., Ltd., Strowger Works, Milton Road, Edge Lane, Liverpool.
STUDDEUTSCHE Cable and flexible	"Z" Electric Lamp & Supplies Co., Ltd., 73, Newman St., W.1.
SUNBEAM Magicoal fire	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
SUNBLAZE Magicoal fire	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
SUNRAY Radiators	British Electric Transformer Co., Ltd., The Tricity House, 50, Oxford St., W.1.
SUPASTONE Illuminating lighting glassware ..	Wholesale Fittings Co., Ltd., 23-27, Commercial St., E.1.
SUPER-BOX House-wiring joint box	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
SUPER DREADNOUGHT Fuse switch	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
SUPERLUX Glassware	The General Electric Co., Ltd., Magnet House, Kingsway, W.C.2.
SUPERSCALE Indicating instruments	Everett Edgcumbe & Co., Ltd., 117, Victoria St., S.W.1.
SUPER SEASONED Vulcanised fibre	J. Burns, Ltd., Wangye Works, Chadwell Heath, Essex.
SUPREME Electric fan	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
SUPRONIC Cupro nickel high resistance wire ...	L.P.S. Electrical Co., Ltd., Avenue Rd., Acton, W.3.
SURE-A-LITE Batteries, pocket and wireless ...	The Battery Co., Ltd., 94-6, Hurst St., Birmingham.
SWANLITE Industrial lighting fittings	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
SYNCHRONOME Electric clocks	Synchronome Co., Ltd., 32-4, Clerkenwell Rd., E.C.1.
TANGENT Sound signals, ironclad and wood-cased, and radio apparatus	Gent & Co., Ltd., Faraday Works, Leicester.
TATE Electric stop motion (safety device for engines)	James Tate & Co., Victory Works, Bradford.
TAWBURY Electric washer	Armature Winding Co., Ltd., Castle Grounds, Bury, Lancs.
TAYLOR-SCOTSON Pressure regulator	Cox-Walker & Partners, Darlington.
T.C.C. Mansbridge condensers, mica condensers, power factor improvement condensers	Telegraph Condenser Co., Ltd., Wales Farm Rd., North Acton, W.3.
TELAC Tumbler switches, accessories, switchgear	J. H. Tucker & Co., Ltd., King's Rd., Tyseley, Birmingham.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
TELENDURON Insulators for telegraph and telephone lines, also insulation mouldings for electrical trade	Thos. De la Rue & Co., Ltd., Shernhall St., Walthamstow, E.17.
TELETYPE Printing telegraph apparatus, &c. ...	Standard Telephones & Cables, Ltd., Connaught House, Aldwych, W.C.2.
TELEVOX Loud speakers	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
TERRA-GRIP Continuity wiring system	Simplex Conduits, Ltd., Garrison Lane, Birmingham.
TERRAPIN Two-pin and "earth" plug connectors	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
TEST SHEATH Test conductor for underground electric cables	W. T. Glover & Co., Ltd., Trafford Park, Manchester.
THERMOID Flexible cord	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
THISTLE Conduit tubes and fittings	James McDougall, Ltd., Wednesbury, Staffs.
THOR Miners' electric safety lamps ...	Thor Lamps & Supplies, Ltd., 11, Windsor Place, Cardiff.
THREE STAR Accumulators	Three Star Accumulators, Ltd., Rosebery Avenue, N.17.
TIP-TOP Push-button switch for motor horns	Benjamin Electric, Ltd., Brantwood Works, Tariff Rd., N.17.
TIRRILL Automatic voltage regulators ...	British Thomson-Houston Co., Ltd., Rugby.
TOOVEE 2-valve set	The Edison Swan Electric Co., Ltd., 123-5, Queen Victoria St., E.C.4.
TREVA Electrical accessories	Trevelyans (B'ham), Ltd., 155, Bracebridge St., Birmingham.
TRICITY Electric heating and cooking apparatus	British Electric Transformer Co., Ltd., Hayes, Middlesex.
TRICITY Electric cookers, tableware, &c. ...	British Electric Transformer Co., Ltd., The Tricity House, 50, Oxford St., W.1.
TRIPIN Three-pin plug connector (all current-carrying pins)	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
TRIUMPH Components and receiving sets ...	A. H. Clackson, Ltd., White Hart Works, N.22.
TRIUMPH Fuses, ironclad fuse gear, castle plugs and sockets	Castle Fuse & Engineering Co., Ltd., 33, Chester St., Liverpool.
TUCKER Tumbler switches, accessories, switchgear	J. H. Tucker & Co., Ltd., King's Rd., Tyseley, Birmingham.
TUDOR Batteries	Tudor Accumulator Co., Ltd., Norfolk St., W.C.2.
TUFNOL Synthetic resin paper insulation ...	George Ellison, Perry Barr, Birmingham.
TUNGSRAM Lamps	Tungsram Electric Lamp Works, Ltd., Commerce House, 72, Oxford St., W.1.
TURBINET Electric suction cleaner	British Vacuum Cleaner & Engineering Co., Ltd., Parsons Green Lane, S.W.6.
TURRET Multiple-way two-pin plug connector (3 to 6 ways)	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
TWINOB Tumbler switch (either, both or "off"), also a.c. motor control and switch plug	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
ULTRADESCENT Appliances for ultra-violet ray (artificial sunlight) treatment combined with radiant heat	Dowsing Radiant Heat Co., Ltd., Bollo Lane, Acton, W.3, and 91/93, Baker Street, W.1.
UNITEM "Two-service" adaptor, B.C., 2-pin (adjustable)	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
UNIVERSAL Two-pin plug connectors and switch plugs	A. P. Lundberg & Sons, Pioneer Electrical Works, Paradise Passage, Sheringham Rd., N.7.
UNIVERSAL House-wiring joint boxes	W. T. Henley's Telegraph Works Co., Ltd., Holborn Viaduct, E.C.1.
UNIVERSAL Cut-outs	Macintosh Cable Co., Ltd., Ashbourne Road Mills, Derby.
UNIVERSAL Heating and cooking apparatus ...	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
U-SEAL Corrosion-proof fittings	St. Helens Cable & Rubber Co., Ltd., Slough.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
UTILITY Floor scrubbers and polishers ...	Parker, Winder & Achurch, Ltd., Broad St., Birmingham.
UVRAL Ultra-violet ray (artificial sunlight) apparatus	Bower Electric (1926), Ltd., 27, Ridinghouse St., Gt. Portland St., W.1.
VAC-TRIC Vacuum cleaners, handle and cylinder models	Vac-Tric, Ltd., Broadway Works, Cricklewood, N.W.2.
VANDUARA Insulating tapes	John MacLennan & Co., 115, Newgate St., E.C.1.
VAN RADEN Accumulators	Van Raden & Co., Ltd., Great Heath, Coventry.
VENAUTO Radio time switch	Venner Time Switches, Ltd., 45, Horseferry Rd., S.W.1.
VENNER Time switch, current limiter and stop watch	Venner Time Switches, Ltd., 45, Horseferry Rd., S.W.1.
VENOFF Photographic and sunray time switches	Venner Time Switches, Ltd., 45, Horseferry Rd., S.W.1.
VENTEX Air filter	Ozonair, Ltd., 96, Victoria St., S.W.1.
VIDAL Portable electric drills and grinders	Vidal Engineering Co., Thornton Rd., Croydon, Surrey.
VIKING Fuse switch	Berry's Electric, Ltd., 85-6, Newman St., Oxford St., W.1.
VINCENT Switch fuse	Vincent Switchgear Mfg. Co., Ltd., Sampson Rd. North, Birmingham.
VIO RAY High-frequency apparatus	L. G. Hawkins & Co., Ltd., 30-35, Drury Lane, W.C.2.
VIRCLAD Cables	Electric Cables, Ltd., 88, Golden Lane, E.C.1.
VISCO Air filter	Visco Engineering Co., Ltd., 162, Grosvenor Rd., S.W.1.
VOLTA Vacuum cleaners — domestic and industrial	Volta, Ltd., Kern House, 36-38, Kingsway, W.C.2.
VULMOS Vulcanised fibre and leatheroid ...	Mosses & Mitchell, Ltd., 122-124, Golden Lane, E.C.1.
WALSALL Wiring systems	Walsall Hardware Mfg. Co., Ltd., Ablewell St., Walsall.
WALSALL GRID Switch fittings	Walsall Hardware Mfg. Co., Ltd., Ablewell St., Walsall.
WALSALL GRIP Fittings	Walsall Hardware Mfg. Co., Ltd., Ablewell St., Walsall.
WALSALL STEEL Conduits	Walsall Hardware Manufacturing Co., Ltd., Ablewell St., Walsall.
WARD LEONARD Resistances, dimmers and rheostats	Wm. Geipel & Co., Vulcan Works, St. Thomas St., S.E.1.
WEEKES Fuses	L. Weekes (Luton), Ltd., Langley St., Luton, Beds.
WELDRICS GRADE A Electrodes for welding	Weldrics (1922), Ltd., Station Road, Beeston, Notts.
WELLS Waste oil filters	A. C. Wells & Co., Ltd., 102-105, Midland Rd., St. Pancras, London, N.W.1.
WEMBLEY Street-lighting lanterns	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
WESTMINSTER Carbon brush holders, arc lamps (photo and medical), electric welders (Thomson process)	Westminster Engineering Co., Victoria Rd., N.W.10.
WESTOOL Electric drills and grinders	Westminster Tool & Electric Co., Ltd., Westool Works, 116, Putney Bridge Rd., S.W.15.
WIGAN Prismatic lamp fittings, magneto telephones, switchgear bells, &c.	Heyes & Co., Ltd., Water Heyes Electrical Works, Wigan.
WILD BARFIELD Furnaces and muffles	Automatic & Electric Furnaces, Ltd., 173-175, Farringdon Rd., E.C.1.
WINTER Interlocking switch plugs	W. E. Beardsall & Co., Ltd., 5, Victoria Bridge, Manchester.
WITTON Electric motors for domestic and industrial uses	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
WITTONITE Insulating mouldings	The General Electric Co., Ltd., Magnet House, Kingsway, London, W.C.2.
WOLF Electric tools	S. Wolf & Co., Ltd., 115, Southwark St., S.E.1.
XCEL Electric domestic appliances	Automatic Telephone Mfg. Co., Ltd., Strowger Works, Milton Rd., Edge Lane, Liverpool.

NAME AND DESCRIPTION.	MANUFACTURED BY OR OBTAINABLE FROM.
XCEL Electric domestic appliances	Siemens & English Electric Lamp Co., Ltd., 38 & 39, Upper Thames St., E.C.4.
'XTRASCALE Electric measuring instruments ...	Record Electrical Co., Ltd., Broadheath, Altrincham, Cheshire.
Z Cable and flexible	"Z" Electric Lamp & Supplies Co., Ltd., 73, Newman St., W.1.
ZAZA Batteries	Metropolitan Lighting Co., Ltd., 25, Atlantic Rd., S.W.9.
ZED Fuses	Siemens & English Elec. Lamp Co., Ltd., 38 & 39, Upper Thames St., E.C.4.
ZENAL Non-heating fuse element	Parmiter, Hope & Sugden, Ltd., Vernon St., Longsight, Manchester.
ZENITE Resistance units	Zenith Electric Co., Ltd., Zenith Works, Villiers Rd., N.W.2.
ZENITH Transformers, resistances, meter-testing equipment	Zenith Electric Co., Ltd., Zenith Works, Villiers Rd., N.W.2.
Z.I.R. Rust-proof conduit and fittings ...	Simplex Conduits, Ltd., Garrison Lane, Birmingham.

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FACTS

Worthy of Careful Study and Attention.

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Asbestos Works.
Baking Machinery Manufacturers.
Ball Bearing Manufacturers
Bitumen Works.
Boiler Makers.
Boiler Fittings Makers.
Brass Works.
Breweries.
Brewery Machinery Manufacturers
Calculating Machine Makers.
Cement Works.
Chemical Works.
Chocolate Factories.
Cocoa Factories.
Collieries.
Colliery Machinery Makers.
Co-operative Stores.
Copper Smelters.
Cotton Mills.
Dye Works.
Engine (all type) Makers.
Foundries.
Gas Mantle Manufacturers.
Gas Works.
Gear Makers.
Glass Works.
Gramophone Manufacturers.
Hotels.
Insurance Companies.
Iron Works.
Machine Tool Makers.
Machinery Exporters.
Mechanical Stoker Manufacturers.
Metal Merchants.
Metal Works.
Motor Car Manufacturers.
Oil Companies.
Paper Mills.
Patent Food Manufacturers.
Printing Machinery Manufacturers.
Public Works Contractors.
Pump Makers.
Railway Store Contractors.
Retail Stores.
Rolling Mills.
Sanitary Appliance Makers.
Sanitary Engineers.
Saw Mills.
Scientific Instrument Manufacturers.
Sheep Shearing Machinery Makers.
Ship Breakers.
Shipbuilding Yards.
Steel Works.
Soap Works.
Structural Engineers.
Sugar Refiners.
Textile Mills.
Tin Plate Works.
Tobacco Factories.
Tube Makers.
Valve Makers.
Wire Workers.

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